

IARPA

BROAD AGENCY ANNOUNCEMENT

IARPA-BAA-09-01



SOCIO-CULTURAL CONTENT IN LANGUAGE (SCIL)

Incisive Analysis Office

IARPA-BAA-09-01

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BROAD AGENCY ANNOUNCEMENT: IARPA-BAA-09-01

Socio-Cultural Content in Language (SCIL) Program

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PART ONE: OVERVIEW INFORMATION

This publication constitutes a Broad Agency Announcement (BAA) and sets forth research topics of interest in the area of understanding of the social goals of members of social groups through the discovery of human-language indicators of social meaning. Awards based on responses to this BAA are considered to be the result of full and open competition.

- **Federal Agency Name:** Intelligence Advanced Research Projects Activity (IARPA), Incisive Analysis Office
- **Funding Opportunity Title:** Socio-Cultural Content in Language (SCIL) Program
- **Announcement Type:** Initial
- **Funding Opportunity Number:** IARPA-BAA-09-01
- **Dates:** Proposal due date: **January 29, 2009**
- **Brief description:** Understanding the social goals of members of social groups through the discovery of human-language indicators of social meaning
- **Anticipated individual awards:** Multiple awards are anticipated
- **Type of instrument that may be awarded:** Procurement contract
- **Agency points of contact**

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PART TWO: FULL TEXT OF ANNOUNCEMENT

Section 1: FUNDING OPPORTUNITY DESCRIPTION

1.A. Program Overview

The Intelligence Advanced Research Projects Activity (IARPA) often selects its research efforts through the Broad Agency Announcement (BAA) process. The BAA will appear on the FedBizOpps website (<http://www.fbo.gov>) and will also be available through the IARPA website (<http://www.iarpa.gov>). The use of the BAA solicitation allows a wide range of innovative ideas and concepts. The following information is for those wishing to respond to the BAA.

IARPA is seeking innovative solutions for the Socio-Cultural Content in Language (SCIL) Program. The SCIL Program is envisioned to begin early in the third quarter of Fiscal Year 2009 and end by 2014.

The SCIL Program intends to explore and develop novel designs, algorithms, methods, techniques and technologies to extend the discovery of the social goals of members of a group by correlating these goals with the language they use. Human language use reflects social and cultural norms, contexts and expectations. Social variables (such as religion, status, gender, education) and contextual features (such as formality, participant beliefs, social situation) can influence the form and features of language. Because language use responds to such social and cultural influences, then correlating social goals and language forms and content should provide a rich and expanded understanding of the attributes, roles and nature of the associations and intentions of the members of social groups.

Current human language technologies show little ability to “understand” or capture the social dimensions of language. Today, information analysts gather facts, generally without the context in which these facts occur. Yet, human language does more than serve as a means of transferring factual information. Referential meaning (i.e., conveying information about the real world) is only one aspect of language use. Language can also convey feelings and other unstated meaning; elicit behaviors from others; and build and maintain social relationships.

Understanding the culture-specific social dynamics of members of a group will permit Intelligence analysts to understand better the strengths and weaknesses of a group of interest, to identify its goals and motivations and to reduce Anglo-centric assumptions about the members’ behaviors. In order for analysts to advise decision makers appropriately and successfully on the motivations and intent of groups of interest, they must be provided with information about the cultural assumptions and contextual features that influence and define a group’s goals and behaviors. By using Natural Language Processing (NLP) techniques and approaches to discovering the link between language features and social goals, a new source of information will be available to analysts.

1.A.1 Program Goals and Features

Strides have been made in addressing the handling and processing of human language data, in areas such as information retrieval and extraction, machine translation, categorization and speech and hard-copy processing. Although challenges remain in these areas, researchers in human language technology are positioned to extend their capabilities to a new arena. That new arena is the discovery and representation of social and cultural insights from human language use.

The goals of the SCIL Program are

- 1) to use existing social science theories to identify the social goals of a group and its members;
- 2) to correlate these social goals with the language used by the members;
- 3) to automate this correlation;
- 4) to provide insight into and evidence for the nature and status of the group and the roles and relationships of its members; and

5) to attempt to generalize the behaviors across cultures in order to highlight the contrasts and similarities in accomplishing social goals.

1.A.2 Unit of Analysis: Social Groups

The unit of analysis for the SCIL Program will be social groups. It is not necessary that the groups be named groups (e.g., Al Qaeda, FARC). The groups can be of any size (i.e., two to n participants) but the members **must** interact in some way (i.e., there must be a source and an audience and a social relationship between/among them). The group can be an established one (named or unnamed), an emergent one or one that is dissolving. The goal is to identify and represent indicators of social functions and relationships as they are manifested in the language used.

1.A.3 Medium of Analysis: Human Language

Language is a mirror of socio-cultural norms. As such, we should be able to explore how social functions (e.g., leadership, politeness, gender bias) are realized in human language.

Given that the goal of the Program is to develop a methodology for characterizing social phenomena across languages, generalizing their function and correlating them with linguistic markers, proposers will demonstrate how they will go about extending their work to other cultures and languages. All proposers must work with more than one language. Although English may be one of these languages, each performer will include at least one other language from the onset of the Program. Preference will be given to those proposers who tackle additional languages and cultures in the Option Years of the Program. Preference will also be given to those proposers that select languages of interest to the IC, including Arabic, Chinese, Korean, Farsi, and Russian. Other languages may be considered but an explanation of their value will be expected.

1.A.4 Multidisciplinary

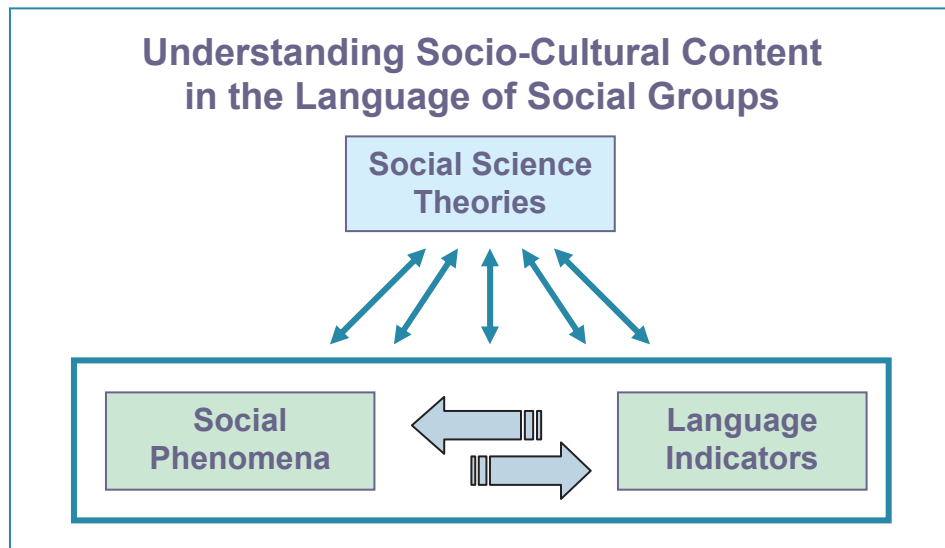
Human beings tend to require fulfillment of similar social goals. The strategies used to accomplish these goals and the influences on how they are accomplished, however, can differ dramatically across cultures and social groups. The social sciences (e.g., sociolinguistics, social and linguistic anthropology, sociology, cognitive psychology, among many) have examined many of these strategies and have generalized them to underlying principles and, where possible, developing theories of social and cultural structures and functions.

It is not the intent of the Program to duplicate or recreate this research and these social theories. These existing theories and systems will serve as the framework for understanding social principles as well as for generalizing them across cultures. (As an example, Brown and Levinson in the 1980's proposed a theory of politeness that abstracted away from language forms and culture-specific strategies and provided a generalized view of politeness that (presumably) can apply across languages or cultures.) Proposers must make clear what social theories they intend to use and include experts in the relevant social sciences on their team.

1.A.5 Topics of Interest

There are three dimensions to this effort: the social features and activities of the group and its members; the linguistic features that serve as evidence of social goals; and the social science theories that help to define the social features. It is the correlation of

these three dimensions that is important to the Program, showing how language serves as evidence of social functions.



The following are examples of the three domains. These are suggestive, not comprehensive. The proposer may select from these lists or propose other topics of interest. (See also Appendix 1 for examples from data that show how language signals specific social phenomena.)

1.A.5.a. Social Constructs and Activities of the Group and its Members

- Setting/context: place, time, date, source, medium, event type, language
- Participants: speaker/author, audience, gender, socio-economic status, ethnicity, tribal or group influences, occupation, age, education, race
- Characteristics: beliefs and attitudes, intention or purpose, degree of (in)formality, degree of group cohesion, basis of identity, rules of behavior, power and power struggles, sentiment, rituals
- Roles: leader(s), influencer, implementer, enforcer, peacemaker, power struggles; stages of membership (e.g., novice to integrated); status and structural changes over time
- Goals: power, solidarity, group supremacy, religious supremacy, actions, manipulation strategies (e.g., persuasion, coercion, threats, intimidation, oppression, abuse, exhortation), recruitment

1.A.5.b. Linguistic Features and their Form, Meaning and Strength

- Terms of address, honorifics, relationship markers, greetings and their social values (i.e., what meaning is conveyed by the use of a term?)
- Syntactic and other linguistic constructions
- Use of in-group markers and vocabulary
- Taboo topics and situational appropriateness (e.g., asking your boss vs being asked by a mortgage broker, "What is your salary?")
- Non-standard language; code-switching
- Sacred language
- Conversational patterns (e.g., turn-taking; conversational cues and markers)
- Discourse structures
- Stylistics and rhetorical devices (register; levels of formality (e.g., situationally determined; newswire, text message, letter to your mother); emphasis (e.g., repetition); metaphor (e.g., conceptual metaphors)
- Politeness markers
- Implicatures, conversational principles, speech acts, inferred meaning
- Phonological markers (e.g., intonation, pause, rhythm)

1.A.5.c. Social and Cultural Themes and Institutions

- Family (e.g., if you know the role of the family in a society or culture, is there predictable language use that reveals that role? As a result of knowing that two group members are brothers, do expectations about their behavior change?)
- Religion (e.g., Is the use of religious terms contentful or formulaic? What role does sacred language play: exclusionary, inclusive, validating, mysterious?)
- Education
- Role of the individual in society (e.g., is it important for group members to show standard, in-group behaviors?)
- Loyalties (e.g., family, Government, land, religion)
- Leadership
- "Groupness" (i.e., what does it mean to be a member of a group?)
- Coercion
- Validation
- Recruitment

1.A.6 Approach

Any number of approaches to the research can be proposed. Examples of strategies include:

- Evidence for one dimension of a single group (e.g., leadership or membership)
- Evidence for one dimension of multiple groups (e.g., role of religion or family)
- Evidence for one dimension of groups from more than one culture
- Evidence for diachronic shifts in group roles, intentions

How the relationships of language and social dimensions will be identified and represented is the responsibility of each group to propose.

1.A.7 Data (See also Sections 4.A.1.d (Data Sources) and 6.B.4 (Human Use))

Because of the expected diversity in the problems that will be addressed, the Program will not supply data to the participants. Data selection will be the responsibility of the proposer.

The proposer must make clear what data will be used, what the features of the data are (i.e., language, source, participants, size, etc.), how the data are relevant to the topic of interest and how the data sets are sufficiently large and rich to enable the identification of correlations between the specific social problem being addressed and the language of the data. Well-worked data sets, such as the Enron data, are of little interest. If such data sets are thought to be of value, a clear motivation for that value must be included. They also cannot be the only datasets proposed and used.

The amount of data should support the research question and the development of a convincing proof of concept. There is particular interest in the proposed use of blogs, emails, conversations, text messaging and chat. It is expected that newswire will not provide a rich source of information and is therefore of little interest. Newswire and other similar data generally report on interactions versus documenting them. Data from languages other than English and cross-cultural data are required. Use of translated data for the research is not acceptable.

1.A.8 Results

The SCIL Program will consist of two phases and is expected to begin early in the third quarter of FY2009. This BAA addresses Phase 1 only.

Phase 1 will last 38 months; the Base Period is 14-months with two possible Option Years of 12 months each. The Base Period of the Program will focus on development of automated techniques and resources that link linguistic features with social goals and provide insight into social meaning. Based on the results of the Base Period, Option Years may be exercised to expand the work. Proposals for an additional phase of 2 years will be solicited under a new BAA issued during Option Year 2 of Phase 1.

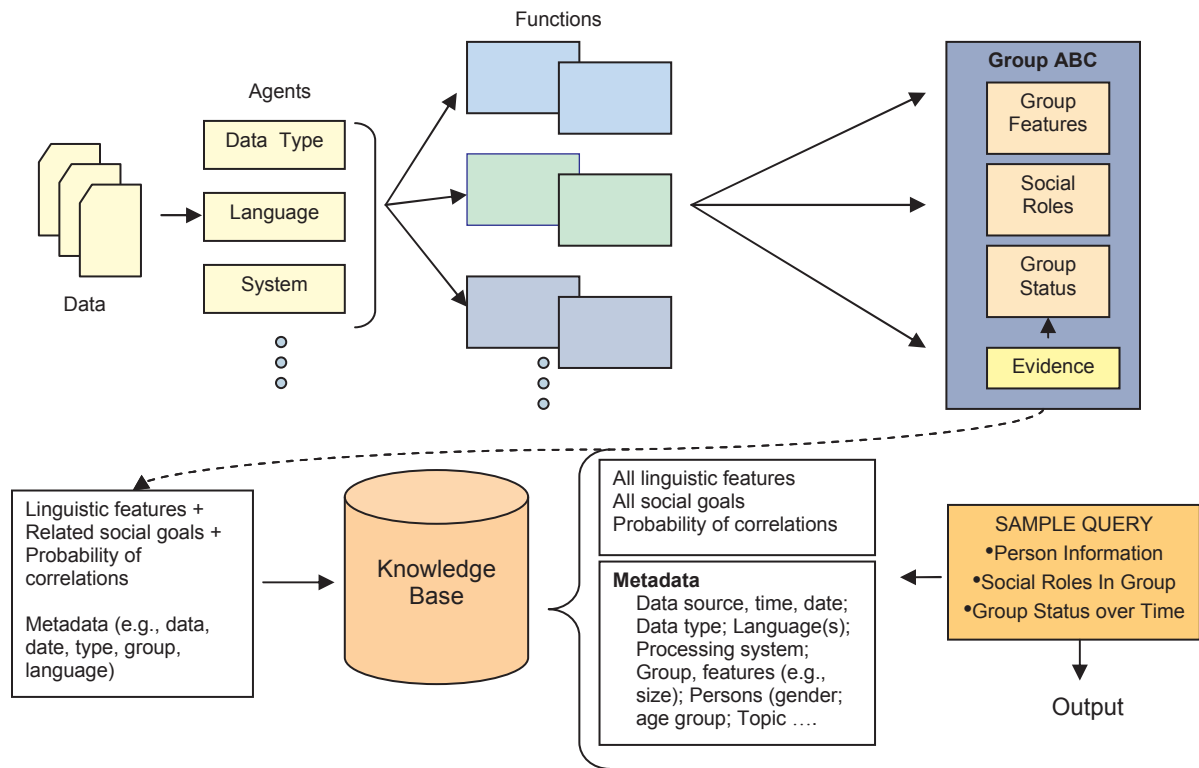
The goal of the SCIL Program is to provide analysts with information about the social dimensions of a group and its members. Evidence for these qualities will be the language features correlated with the social phenomena. The probability that these indicators correlate with the social goals and the evidence of the correlations will also need to be identified.

Not all features will occur in all data. The cumulative set of features, anchored in social theories and cultural settings, however, will provide analysts with an appreciation of the contrasts across cultures and an improved ability to draw appropriate inferences. Such features can also help to triage large volumes of data so that analysts can identify relevant information.

All Program participants will be required to develop their tools and technologies in compliance with publicly available and externally developed standards for Web-based services (such as XML, SOAP, etc.). Such standards will permit incorporation of all Program functions into a Web-based service-oriented-architecture (SOA) platform.

In addition, to ensure that knowledge developed by the performers is consistent across teams and can be captured in the Program repository, Program participants will be asked to assist in the development of Program-specific standards that will allow for common representation of knowledge and evidence (e.g., what is the social role; what level of detail is required to capture the differences among roles; what metadata can be used to capture distinctions?). Such standards will allow the development of a common understanding of concepts across participants and will provide mechanisms for sharing knowledge within the Program. (Standards to accommodate unique contributions of a particular team will be addressed, as needed.)

The intended result of the Program is an aggregate system based on a service-oriented-architecture, with each of the technologies developed in the Program serving as a component of this system. (*Aggregate* here refers to the combined functions of the individual performer efforts into the technology demonstration platform. *Component* refers to the contribution developed by each performer.) The vision for the system includes processing of data to provide information about the social roles and goals (with confidence and access to evidence) found in the data. These results are to be stored in a knowledge repository that itself can be queried to obtain information about social goals across groups, changes in group features over time, member information, etc. A notional idea of how the system might be realized is below. This design is suggestive; the design will be refined as the Program progresses. (See also section 1.A.9., Additional Guidelines).



An initial and simple service-oriented-architecture (SOA) platform will be developed in Phase 1 through a Government entity; this resource will be open to all Program participants. In order to participate in this Program SOA platform, all Program participants will be required to develop their tools and technologies in compliance with publicly available and externally developed standards for Web-based services (such as XML, SOAP, etc.). Members of the Government team will assist with the definition and application of the required SOA standards. The first instantiation of techniques and resulting technologies that each performer develops will be delivered at the 12-month mark of the Base Period of the Program.

1.A.9 Additional Guidelines

Traditional approaches to social network analysis are not of interest to the Program, but social groups and the behaviors of their members, as conducted through or supported by language, are.

Enhancement to information extraction technologies is also not of value to the Program, although such techniques can be used to support the work if it is demonstrated that the correlation between social goals and linguistic cues can be met.

Language use that occurs in interactions, whether immediate (e.g., conversations) or remote (e.g., blogs) is what the Program wishes to explore. The language use of nation states, for example, is of less concern.

The Program does not intend to contribute to the enhancement of existing technologies. All functions and correlations must be developed as components of the Program system and must adhere to the standards developed for the Program (see 1.A.8 above).

The Program is not interested in proposals that focus on data collection for the Program. See Section 1.A.7 for information on data.

Because the focus of Phase 1 of the Program is on the development of components for the Program platform, proposals offering development of a Program system will not be entertained. It is the intention of the Program to develop an initial and simple service-oriented-architecture platform through a Government entity and to open this resource to all Program participants.

Proposals offering research into new evaluation techniques are not of interest at this time.

1.B Program Milestones and Metrics

The Government will use the following Program Milestones and Metrics to evaluate the effectiveness of proposed solutions in achieving the stated Program objectives and to determine whether satisfactory progress is being made to warrant continued funding in the Program.

1.B.1 Metrics

Metrics established for the Program are intended to bound the scope of the effort, while affording maximum flexibility, creativity and innovation in proposing solutions to the stated problem.

Success in the Program will be evaluated from various perspectives. Overarching questions that will guide the evaluation of the Program's success include the following. Reaching these goals is a Program objective but is not absolutely required. Evaluation of the accomplishments and challenges encountered in the Program will also be taken into account when determining Program success.

- By the end of Phase 1, has the Program been able to identify at least six social goals, in at least three languages and in at least three media to characterize the roles and relationships in a group?
- Does the aggregate system (i.e., the SOA platform that incorporates all the performer components) capture language use and associated behaviors of groups not used for performer development purposes?

To realize these goals, the Program expects offerors to propose the exploration of challenging social concepts, of the realization of the concepts across languages and of the concepts in various media.

1.B.1.a. Program Metrics - General

Program participants will be evaluated on their ability to identify and substantiate the social goals that they propose to explore. At the end of the Base Period, the National Institute for Standards and Technology (NIST) will carry out a pilot evaluation of the components submitted by the performers. Both the identification of the specific social

goals and the substantiation of those goals (i.e., the evidence for the claim) will be tested. The pilot will employ the standard evaluation technique of comparing performer-component results with annotated data. It is the current intention of the Program to use at least one technically qualified annotator to identify the relevant social features, and it is likely that more than one annotator will be used.

It is recognized that this evaluation technique, although standard for language evaluation, is a subjective approach and does have limitations. For example, disagreement between a component result and a single annotator result does not necessarily mean that the component is wrong; multiple annotators often do not agree so it is necessary to specify how annotator disagreement is handled (e.g., disregard items, average the results).

It is also recognized that determining utility by using the standard comparison between the results produced by a performer's component and the evidence identified in independently annotated data introduces significant complexity to the evaluation. For example, if the evidence is not specified in the data but is derivative, its identification may be difficult.

Given the limitations of the current approaches to language evaluation, the Program intends to pursue other possible evaluation techniques and to augment the current approach with these new methodologies in the Option Years.

1.B.1.b. Program Metrics - Specific

Although the Program recognizes that the current approach to language evaluation has shortcomings, the Program has established minimum target metrics for concrete social concepts and more advanced social concepts and for the identification of evidence that substantiates these concepts. These metrics will assess the utility and effectiveness of the components developed by the performers. Although the metrics discussed below will contribute to the decision about selection for continued participation in the SCIL Program, research into especially challenging social concepts, generalization of concepts across languages and exploration of concepts in a variety of media will also play a significant role in the decision to continue.

Concrete social concepts are those that are transparent; for example, the identification of member characteristics (e.g., age, gender), status, alignment with the group norms, politeness. Advanced social concepts include such items as possible splits/conflicts in the group, identification of motivations and intent, specialized roles (e.g., thought vs action leader, financial expert) and group cohesion. In addition to the identification of the social goals of the members of groups, it is important that the goals be substantiated. Therefore, the component developed by the teams will also identify evidence for the social goal. It is recognized that the characterization of evidence, its specific nature and its scope are challenging tasks.

For concrete concepts (i.e., social goals that are more transparent), the initial Program target is to match 80% of the items that have been independently annotated in data. For the evidence associated with the concrete concepts, the goal is to match at least 75% of the evidence independently annotated in data.

For advanced social concepts (i.e., social features that are more subtle), the initial Program target is to match 65% of the items that have been independently annotated in data and, for the evidence associated with the advanced social concepts, to match 60% of the evidence independently annotated in data.

In the Option Years, evaluations will be undertaken on expanded sets of goals, on the same goals in more languages and on goals in various media. In these cases, the evaluation will be done through the Program SOA Platform. During these evaluations, ablation studies will be used to identify the single or combined features that are the best predictors of social goals.

The table below indicates the initial target metrics for identification of concrete and advanced social concepts during the Base Period and Option Years (i.e., the first percentage) and the initial target metrics for identification of evidence for concrete and advanced social concepts during the Base Period and Option Years (i.e., the second percentage). As the Program progresses, target metrics may be revised to respond to project accomplishments and to new social concepts.

SCIL PROGRAM METRICS						
SAMPLE CONCRETE SOCIAL GOALS/ LANGUAGE FEATURES	TARGET METRICS (New Features) All Years	TARGET METRICS (Established Features) All Years	SAMPLE ADVANCED SOCIAL GOALS/ LANGUAGE FEATURES	TARGET METRICS (New Features) Base Period	TARGET METRICS (New Features) Option Years	TARGET METRICS (Established Features) Option Years
Simple relationships; status within group; overt politeness; group features; roles	80%/75%	+2-3%	Relationships and status across cultures; conflicts; key leaders and their roles; changes in behaviors and relations; group cohesion	65%/60%	65%/60%	+2-3%

1.B.1.c. Project Metrics

Note that in addition to the Program metrics, proposers are expected to perform project-internal evaluations at the mid-way point of the Base Period and at the mid-way point of each Option Year. These evaluations will provide insight into the progress being made and challenges that remain. Offerors should propose their own “mid-term” metrics, indicating how this evaluation will show progress along the path to Program target metrics.

1.B.2 Milestones (Technical and Programmatic)

Due Date	Task/Activity	Description	Metric	Intent
Month 1 (Base Period)	Kick-Off Meeting (Program Workshop #1)	Opportunity to describe and share project plans. Work on developing Program functional and annotation standards	Attendance and presentation of project plans	Cross fertilization of performers who are addressing similar dimensions of a problem (e.g., data type); development of standards for data processing; annotation standards
Month 3 (Base Period)	Delivery of data	Subset of data to be	Data for testing at	Performers will

Period)	piece to independent evaluator	used during Base Period set aside for testing at end of Base Period	end of Base Period	supply data to independent evaluator, for use in final Base Period evaluation
Month 3 (Base Period)	Site Visit	Visit performers at their site	Attendance and presentation of project status	Discuss project status, progress and challenges
Month 6 (Base Period)	Program Workshop #2	Opportunity to describe project progress. Work together on advancement of Program standards.	Attendance and presentation of project status; participation in working groups	Continued cross fertilization of performers who are addressing similar dimensions of a problem (e.g., data type). Work on functional and annotation standards. Discussion of challenges
Month 7 (Base Period)	Mid-term Program metrics	Metrics that demonstrate movement toward target metrics	At least 50% of target metric. Explanation. Developed by performer.	Provide an opportunity to demonstrate progress, address challenges and change course, if necessary
Month 9 (Base Period)	Site Visit	Visit performers at their site	Attendance and presentation of project	Discuss project status, progress and challenges
Month 12 (Base Period)	Final Base Period Program metrics	Metrics and accompanying description and justification of testing process and results	Delivery of resulting metrics	Validate, against test data, the ability of the proof-of-concept component (delivered at 12-month mark in base period) to meet Program goals for concrete social goals and more advanced social goals
Month 12 (Base Period)	Delivery of demonstration component	Make algorithms available for applicability and evaluation	Delivery of functional demonstration component	
Month 15 (Option Year 1)	Program Workshop #3	Opportunity to plan for Option Year 1, share the new challenges that will be addressed and describe previous project progress. Work together on advancement of Program standards.	Attendance and presentation of project status; participation in working groups	Continued cross fertilization of performers who are addressing similar dimensions of a problem (e.g., data type). Work on functional and annotation standards. Discussion of challenges
Month 18 (Option Year 1)	Site Visit	Visit performers at their site	Attendance and presentation of project	Discuss project status, progress and challenges

Month 19 (Option Year 1)	Mid-term Program metrics	Metrics that demonstrate movement toward target metrics	At least 50% of target metric. Explanation. Developed by performer.	Provide an opportunity to demonstrate progress, address challenges and change course, if necessary
Month 21 (Option Year 1)	Program Workshop #4	Opportunity to describe continuing project progress. Work together on advancement of Program standards.	Attendance and presentation of project status; participation in working groups	Continued cross fertilization of performers who are addressing similar dimensions of a problem (e.g., data type). Work on functional and annotation standards. Discussion of challenges
Month 24 (Option Year 1)	Site Visit	Visit performers at their site	Attendance and presentation of project	Discuss project status, progress and challenges
Month 26 (Option Year 1)	Delivery of enhanced system components	Functions ready for incorporation into Program SOA platform	Delivery of components	Functions will be incorporated into Program platform in order to test capabilities of platform
Month 26 (Option Year 1)	Delivery of final Option Year 1 metrics	Metrics and accompanying description and justification of testing process and results. Ready for replication.	Delivery of metrics. Description of process and target metrics for various goals, targets achieved, issues.	Validate, against test data, the ability of enhanced component capabilities to meet Program goals for additional concrete and advanced social goals and languages. Increases of 2-3% in metrics for previously identified social goals.
Month 27 (Option Year 2)	Program Workshop #5	Opportunity to describe continuing project progress. Work together on advancement of Program standards.	Attendance and presentation of project status; participation in working groups	Continued cross fertilization of performers who are addressing similar dimensions of a problem (e.g., data type). Work on functional and annotation standards. Discussion of challenges
Month 30 (Option Year 2)	Site Visit	Visit performers at their site	Attendance and presentation of project	Discuss project status, progress and challenges
Month 31 (Option Year 2)	Mid-term Program metrics	Metrics that demonstrate movement toward target metrics	At least 50% of target metric for new social goals; increase of 2-3% for	Provide an opportunity to demonstrate progress, address

			existing social goals. Developed by performer.	challenges and change course, if necessary
Month 33 (Option Year 2)	Program Workshop #6	Opportunity to describe continuing project progress. Work together on advancement of Program standards.	Attendance and presentation of project status; participation in working groups	Continued cross fertilization of performers who are addressing similar dimensions of a problem (e.g., data type). Work on functional and annotation standards. Discussion of challenges
Month 36 (Option Year 2)	Site Visit	Visit performers at their site	Attendance and presentation of project	Discuss project status, progress and challenges
Month 37 (Option Year 2)	Delivery of final Option Year 2 metrics	Metrics and accompanying description and justification of testing process and results. Ready for replication.	Delivery of metrics. Description of process and target metrics for various goals, targets achieved, issues.	Validate, against test data, the ability of enhanced component capabilities to meet Program goals for additional concrete and advanced social goals and languages. Increases of 2-3% in metrics for previously identified social goals.
Month 37 (Option Year 2)	Delivery of enhanced system components	Functions ready for incorporation into Program SOA platform	Delivery of operating components	Functions must be ready for final incorporation into Program system, ready for testing of the system and the functions
Month 38 (Option Year 2)	Support of testing of integrated functions in Program platform	Perform formal testing of combined functions in technology demonstration platform. Performer support of this effort.	Function adjustment, necessary enhancements	Validate, against test data, the ability of enhanced and combined component capabilities to meet Program metric goals for additional concrete and advanced social goals and languages and data types.

End of contract	Delivery of final report	Capture the functions developed, the methodology for development of additional functions; define the work performed, testing approaches, successes, challenges of Phase 1; suggest future directions of value	Delivery of report	
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SECTION 2: AWARD INFORMATION

The SCIL Program is envisioned as a 5-year effort that is intended to begin early in the third quarter of FY2009. Phase 1 of the Program will last 38 months; the Base Period is 14 months with two possible Option Years of 12 months each. The final deliverable for the Base Period will be made at the 12-month mark. Work may continue in the following two months but, based on the work accomplished in the first 12 months, the Government will determine whether to exercise the first Option Year.

Subject to the availability of funds, participants in Option Years 1 and 2 of Phase 1 will be those teams that have made significant progress in the Base Period and have correctly understood and contributed to the overarching goals of the Program. Teams that offer minor enhancements to the resources available today will not be invited to continue with the Program.

Phase 2 is planned as a 24-month effort. A separate BAA will be released for participation in Phase 2. The goals of Phase 2 will depend in part on the successes achieved and gaps identified in Phase 1. Phase 2 will target an expanded set of complex and integrated social goals, new data types and additional languages.

Multiple Phase 1 awards are anticipated. The amount of resources made available under this BAA will depend on the quality of the proposals received and the availability of funds.

The Government reserves the right to select for negotiation all, some, one or none of the proposals received in response to this solicitation and to make awards without discussions with offerors. The Government also reserves the right to conduct discussions if the Source Selection Authority determines them to be necessary. If warranted, portions of resulting awards may be segregated into pre-priced options. Additionally, IARPA reserves the right to accept proposals in their entirety or to select only portions of proposals for award. In the event that IARPA desires to award only portions of a proposal, negotiations may be opened with that offeror. The Government reserves the right to fund proposals in phases with options for continued work at the end of one or more of the phases.

Awards under this BAA will be made to offerors on the basis of the evaluation criteria listed in 5.A, Program balance and availability of funds. Proposals identified for negotiation may result in a procurement contract.

SECTION 3: ELIGIBILITY INFORMATION

3.A Eligible Applicants

All responsible sources capable of satisfying the Government's needs may submit a proposal. Historically Black Colleges and Universities (HBCUs), Small Businesses, Small Disadvantaged Businesses and Minority Institutions (MIs) are encouraged to submit proposals and join others in submitting proposals; however, no portion of this announcement will be set aside for these organizations' participation due to the impracticality of reserving discrete or severable areas of this research for exclusive competition among these entities. Other Government agencies and Federally Funded

Research and Development Centers (FFRDCs) and organizations that have a special relationship with the Government, including access to privileged and/or proprietary information or access to Government equipment or real property, such as University Affiliated Research Centers (UARCs), are **not** eligible to submit proposals under this BAA or participate as team members under proposals submitted by eligible entities.

Foreign participants and/or individuals may participate to the extent that such participants comply with any necessary Non-Disclosure Agreements, Security Regulations, Export Control Laws and other governing statutes applicable under the circumstances.

3.A.1 Procurement Integrity, Standards of Conduct, Ethical Considerations and Organizational Conflicts of Interest (OCI)

All offerors and proposed sub-contractors must affirm whether they are providing scientific, engineering and technical assistance (SETA) or similar support to any IARPA technical office(s) and/or Program Managers through an active contract or sub-contract. All affirmations must state which office(s) and/or Program(s) the offeror supports and identify the prime contract numbers. Affirmations shall be furnished at the time of proposal submission. All facts relevant to the existence or potential existence of organizational conflicts of interest must be disclosed. The disclosure shall include a description of the action the offeror has taken or proposes to take to avoid, neutralize or mitigate such conflict. Without prior approval or a waiver from the IARPA Director, a Contractor cannot simultaneously be a SETA and Performer. Proposals that fail to fully disclose potential conflicts of interests and/or do not have plans to avoid, neutralize or mitigate this conflict may be returned without technical evaluation and withdrawn from further consideration for award.

If a prospective offeror believes that any conflict of interest exists or may exist (whether organizational or otherwise), the offeror should promptly raise the issue with IARPA by sending offeror 's contact information and a summary of the potential conflict by email to the mailbox address for this BAA at dni-iarpa-baa-09-01@ugov.gov before time and effort are expended in preparing a proposal and mitigation plan. If, in the sole opinion of the Government after full consideration of the circumstances, any conflict situation cannot be effectively mitigated, the proposal may be returned without technical evaluation and withdrawn from further consideration for award under this BAA.

3.B Cost Sharing/Matching

Cost sharing is not required for this particular program; however, it is encouraged where there is a reasonable probability of a potential commercial application related to the proposed research and development effort.

3.C Other Eligibility Criteria

3.C.1 Collaborative Efforts

Collaborative efforts and teaming arrangements among potential performers are strongly encouraged. Specific content, communications, networking and team formations are the sole responsibility of the participants.

SECTION 4: APPLICATION AND SUBMISSION INFORMATION

This notice constitutes the total BAA and contains all information required to submit a proposal. No additional forms, kits, or other materials are required.

4.A Content and Format of Proposal Submission

4.A.1 Proposal Information

4.A.1.a. General

Offerors are required to submit proposals by the time and date specified in the BAA in order to be considered during the initial round of selections. IARPA may evaluate proposals received after this date for a period up to one year from the date of initial posting on FedBizOpps. Selection remains contingent on availability of funds.

The typical proposal should express a consolidated effort in support of one or more related technical concepts or ideas. Disjointed efforts should not be included in a single proposal. Tasks in all proposals should be clearly differentiated and optional periods as well as tasks should be labeled plainly. Associated costs for each should be specified.

Discussions with any of the points of contact or others associated with the Program shall not constitute a commitment by the Government to fund or award any proposed effort. Only Contracting Officers are legally authorized to commit the Government.

Offerors may submit proposals for a Base Period of 14-months plus two possible 12-month Option Years. ***The final deliverable for the Base Period will be made at the 12-month mark.*** Work may continue in the following two months but, based on the work accomplished in the first 12 months, the Government will determine whether to exercise the first option year.

The Government intends to use employees of Booz Allen Hamilton Corporation and its sub-contractor, Tarragon Corporation, and The MITRE Corporation to provide expert advice regarding portions of the proposals submitted to the Government. Booz Allen Hamilton will also provide logistical support in carrying out the evaluation process. These personnel will have signed and be subject to the terms and conditions of non-disclosure agreements. By submission of its proposal, an offeror agrees that its proposal

information may be disclosed to employees of these organizations for the limited purpose stated above. If you do not send notice of objection to this arrangement, the Government will assume your consent to the use of contractor support personnel in assisting the review of your submittal(s) under this BAA.

Only Government personnel will make evaluation and award determinations under this BAA.

All administrative correspondence and questions on this solicitation, including requests for information on how to submit a proposal to this BAA, should be directed to dni-iarpa-baa-09-01@ugov.gov. Proposals may **not** be submitted by fax or e-mail nor hand delivered; any so sent will be disregarded. See below for proposal submission methods.

Offerors must submit two hard copies and one soft copy of their proposals: one original hard copy with original signatures; one hard copy with original or copied signatures; and 1 electronic copy with Volume 1, Volume 2 and any permitted, additional information (.pdf format preferred) on a CD-ROM. Both hard copies and the CD must be clearly labeled with IARPA-BAA-09-01, offeror's organization, proposal title (short title recommended), and copy # of #.

4.A.1.b. Proposal Format

All proposals must be in the format given below. Nonconforming proposals may be rejected without review. Proposals shall consist of two volumes, the Technical and Management Proposal and the Cost Volume. All pages shall be printed on 8-1/2 by 11 inch paper with type not smaller than 12 point. Smaller font may be used for figures, tables and charts. The page limitation for full proposals includes all figures, tables, and charts. Unnecessarily elaborate brochures or presentations beyond that sufficient to present a complete and effective proposal are not acceptable and will be discarded without review.

4.A.1.c Proposal Classification

The Government anticipates that proposals submitted under this BAA will be unclassified. No classified information will be accepted in response to this BAA.

4.A.1.d. Format of Volume 1, Technical and Management Proposal {Limit of 30 pages}

Volume 1, Technical and Management Proposal, may include an attached bibliography of relevant technical papers or research notes (published and unpublished) which document the technical ideas and approach on which the proposal is based. Copies of not more than three (3) relevant papers can be included with the submission. The bibliography and attached papers are not included in the total page count. The submission of other supporting materials along with the proposals is strongly discouraged and will not be considered for review. Except for the attached bibliography and cover sheet (see Section I below), Volume 1 shall not exceed 30 pages. Any pages exceeding this limit will be removed and not considered during the evaluation process. All full proposals must be accompanied by an official transmittal letter. All full proposals must be written in English.

Volume 1, Section 1: Administrative

A. **Cover sheet** (See Appendix 2 for sample cover sheet for the Technical and Management Volume)

- (1) BAA number
- (2) Lead Organization submitting proposal
- (3) Type of business, selected among the following categories: "LARGE BUSINESS", "SMALL DISADVANTAGED BUSINESS", "OTHER SMALL BUSINESS", "HBCU", "MI", "OTHER EDUCATIONAL", OR "OTHER NONPROFIT"
- (4) Contractor's reference number (if any)
- (5) Other team members (if applicable) and type of business for each
- (6) Proposal title
- (7) Technical point of contact to include: title, first name, last name, street address, city, state, zip code, telephone, fax (if available), electronic mail (if available)
- (8) Administrative point of contact to include: title, first name, last name, street address, city, state, zip code, telephone, fax (if available), electronic mail (if available), total funds requested from IARPA, and the amount of cost share (if any)
- (9) **OCI affirmation [see Section 3.A.1] included? Yes/No**
- (10) Funds requested (base year plus option years), and the amount of cost share (if any)
- (11) Date proposal was submitted.

B. Official transmittal letter.

Volume 1, Section 2: Summary of Proposal

The Summary of Proposal section shall provide an overview of the proposed work as well as introduce associated technical and management issues. This section shall contain a technical description of and technical approach to the research as well as a succinct portrayal of the uniqueness and benefits of the proposed work. It shall make the technical objectives clear and quantifiable and shall provide a project schedule with definite decision points and endpoints. Offerors must address:

- A. Innovative claims for the proposed research.** This section is the centerpiece of the proposal and should succinctly describe the uniqueness and benefits of the proposed approach relative to the state-of-art and alternate approaches.

- B. Summary of the products, transferable technology and deliverables associated with the proposed research results, enhancing that of Section 2.** Measurable deliverables should be defined that show progress toward achieving the stated Program Milestones. Deliverables should be specified at the points indicated in the chart in Part 2, Section 1.B.2 and presented in a chart similar to that in Part 2, Section 1.B.2. Include in this section all proprietary claims to the results, prototypes, intellectual property, or systems supporting and/or necessary for the use of the research, results, and/or prototype. If there are no proprietary claims, this should be stated. Should no proprietary claims be made, rights will be unlimited.
- C. Schedule and milestones for the proposed research, including overall estimates of cost for each task.** Summarize, in table form, the cost, schedule and milestones for the proposed research, including estimates of cost for each deliverable, total cost and company cost share, if applicable [Note: The major milestone for the Base Period will be at the 12-month point, even though the Base Period is a 14-month effort.] Do not include proprietary information with the milestones.
- D. Overview of the technical approach and plan.** Technical rationale, technical approach and constructive plan for accomplishing the technical goals that realize the innovative claims and deliverables. (This section will be supplemented with a more detailed plan in Section 3 of the proposal.)
- E. Related research.** General discussion of other research in this area.
- F. Project contributors.** Proposers must include a clearly defined organizational chart of all anticipated program participants and their roles in the project. Accompanying this chart, offerors will provide brief biographical sketches of key personnel and significant contributors and a detailed description of the roles that contributors (including Principal Investigator(s)) will play based on their qualifications and on their level of effort in each year of the Program. Discussion of the teaming strategy among team members shall be included. If the team intends to use consultants, they must be included in the organizational chart as well. Indicate if the person will be an “individual” or “organizational” consultant (that is, will the consultant represent himself/herself or his/her organization). In both cases, the organizational affiliation should be identified. The consultant should make a written commitment to be available to the team; the commitment should be attached to the Cost Volume. (Interested parties are encouraged to leverage personnel that are dedicated to BAA requirements no less than 10% of their time. If any participant is scheduled for less than 10% of his/her time, the proposer will provide a clear and compelling justification as to how benefit can be gained from that person’s participation at the specified level of effort.)

A chart, such as the following, is suggested.

Participants	Org	Role	Unique, Relevant Capabilities	Specific Task(s) / Contributions	Time Commitment
John Doe	ABC University	PI/Key Personnel	Psychologist	Definition of social goals	25%
Peter Fillburt	ABC University	Key Personnel	Computational Linguist	Prototype design and development	25%
Mary Smith	ABC University	Significant Contributor	And so forth...	And so forth...	50%
Doctoral Candidate 1	ABC University	Contributor			25%
Abigail Stone	XYZ Co.	Co-PI/Key			25%

		Personnel			
Ronald Johnson	XYZ Co.	Significant Contributor			40%
Joseph Arnold	XYZ University	Consultant (Individual)	Sociologist	Insights into social metrics	200 hours

Volume 1, Section 3: Detailed Proposal Information

The Detailed Proposal Information portion of the proposal shall provide the detailed, in-depth discussion of the proposed research. Specific attention must be given to addressing both the risks and payoffs of the proposed research and why it is desirable for IARPA to pursue. This part shall provide:

- A. **Statement of Work (SOW)** - In plain English, clearly define the technical tasks and sub-tasks to be performed, their durations and the dependencies among them. For each task and sub-task, provide:
- A general description of the objective;
 - A detailed description of the approach to be taken, developed in an orderly progression and in enough detail to establish the feasibility of accomplishing the goals of the task;
 - Identification of the primary organization responsible for task execution (prime, sub-contractor, team member, etc.) by name;
 - The exit criteria for each task/activity, i.e., a product, event or milestone that defines its completion;
 - Definition of all deliverables (e.g., reporting, data, reports, software, etc.) to be provided to the Government in support of the proposed research tasks/activities.

Note: Do not include any proprietary information in the SOW.

At the end of this section, provide a Gantt chart, showing all the tasks and sub-tasks on the left with the performance period (in years/quarters) on the right. All milestones should be clearly labeled on the chart.

- B. **A detailed description of the objectives, scientific relevance, technical approach and expected significance of the work.** The key elements of the proposed work should be clearly identified and related to each other. Proposals should clearly detail the technical method(s) and/or approach(es) that will be used to meet or exceed each program milestone and should provide ample justification as to why the proposed method(s)/approach(es) is/are feasible. Any anticipated risks should be described and possible mitigations proposed. General discussion of the problem without specific detail about the technical implementation will result in an unacceptable rating.
- C. **State-of-the-art.** Comparison with other on-going research, highlighting the uniqueness of the proposed effort/approach and differences between the proposed effort and the current state-of-the-art clearly stated. Identify the advantages and disadvantages of the proposed work with respect to potential alternative approaches.
- D. **Data sources:** Identification and description of data sources to be utilized in pursuit of the project research goals. All proposers must work with more than one language. Although English may be one of these languages, each performer will include at least one other language from the onset of the Program. Preference will be given to those proposers that select languages of interest to

the IC, including Arabic, Chinese, Korean, Farsi and Russian. Other languages may be considered but an explanation of their IC value or value to meeting the specific Program goals will be expected.

Explain clearly how the data selected will be an appropriate and adequate set for exploring the research topic being proposed. Well-worked data sets, like the Enron data, are of little interest. If such data sets are thought to be of value, a clear motivation for that value must be included. They cannot, however, be the only datasets proposed. Characterization of groups based on reported information (e.g., newswire) is not of interest; research based on data that has been translated into English is not of interest.

Include the documentation required in 6.B.4 (Human Use) and, in addition, provide written verification that all data were lawfully obtained and were either publicly available or collected with informed consent, and, where applicable, that the proposer has a license for use of the data that will cover the proposed activity. Documentation must be well written and logical; claims for exemptions from Federal regulations for human subject protection must be accompanied by a strong defense of the claims. The Government reserves the right to reject a proposal if it does not appropriately address the data issues. The Human Use documentation and the written verification are not included in the total page count.

- E. **Description of the products, transferable technology and deliverables associated with the proposed research results, enhancing that of Volume 1, Section 2: Summary of Proposal.** Deliverables should be defined that show progress toward achieving the stated Program Milestones. Deliverables should be specified at months 6 and 12 of the Base Period and at the months 6 and 12 for each of the Option Years. Describe the proposed approach to intellectual property rights, together with supporting rationale of why this approach offers the best value to the Government. This section should include a list of technical data, computer software or computer software documentation associated with this research effort in which the Government will acquire less than unlimited rights. Should no proprietary claims be made, rights will be unlimited. (See also Section 6.B.2, Intellectual Property.)
- F. **Cost, schedule, milestones.** Cost, schedule, and milestones for the proposed research, including estimates of cost for each deliverable delineated by the primes and major sub-contractors, total cost, and any company cost share, if any. Where the effort consists of multiple portions which could reasonably be partitioned for purposes of funding, these should be identified as options with separate cost estimates for each. The milestones must not include proprietary information.
- G. **Offeror's previous accomplishments.** Discuss previous accomplishments and work in this or closely related research areas and how these will contribute to and influence the current work.
- H. **Facilities.** Describe the facilities that will be used for the proposed effort, including computational and experimental resources.
- I. **Detailed Management Plan.** The Management Plan should identify both the organizations and the individuals within those organizations that make up the team and delineate the expected duties, relevant capabilities and task responsibilities of team members and expected relationships among team

members. The team should be multidisciplinary with social science, linguistic and engineering experience on the team. Expected levels of effort (percentage time or fraction of an FTE) for all key personnel and significant contributors should be clearly noted. A description of the technical, administrative and business structure of the team and the internal communications plan should be included. Project/function/sub-contractor relationships (including formal teaming agreements), Government research interfaces, and planning, scheduling, and control practices should be described. The team leadership structure should be clearly defined. Provide a brief biography of the key personnel (including alternates, if desired) who will be involved in the research along with the amount of effort to be expended by each person during the year. Participation by key personnel and significant contributors is expected to exceed 10% of their time. A compelling explanation of any variation from this figure is required.

- J. **Resource Share.** Include the type of support, if any, the offeror might request from the Government, such as facilities, equipment or materials, or any such resources the offeror is willing to provide at no additional cost to the Government to support the research effort. Cost sharing is not required from offerors and is not an evaluation criterion, but is encouraged where there is a reasonable probability of a potential commercial application related to the proposed research and development effort.
- K. The names of other federal, state or local agencies or other parties receiving the proposal and/or funding the proposed effort. If none, so state.

Volume 1, Section 4: Additional Information

A brief bibliography of relevant technical papers and research notes (published and unpublished) which document the technical ideas on which the proposal is based. Copies of not more than three (3) relevant papers may be included in the submission. This information does not contribute to the page count of Volume 1.

4.A.1.e. Format of Volume 2: Cost Proposal {No Page Limit}

Volume 2, Section 1: Administrative

- A. **Cover sheet** (See Appendix 3 for sample cover sheet for the Cost Volume)

- (1) BAA number;
- (2) Lead organization submitting proposal;
- (3) Type of business, selected among the following categories: "LARGE BUSINESS", "SMALL DISADVANTAGED BUSINESS", "OTHER SMALL BUSINESS", "HBCU", "MI", "OTHER EDUCATIONAL", OR "OTHER NONPROFIT";
- (4) Contractor's reference number (if any);
- (5) Other team members (if applicable) and type of business for each;
- (6) Proposal title;
- (7) Technical point of contact to include: title, first name, last name, street address, city, state, zip code, telephone, fax (if available), electronic mail (if available);
- (8) Administrative point of contact to include: title, first name, last name, street address, city, state, zip code, telephone, fax (if available), and electronic mail (if available);

- (9) Award instrument requested: cost-plus-fixed-fee (CPFF), cost-contract—no fee, cost sharing contract – no fee, or other type of procurement contract (*specify*);
- (10) Place(s) and period(s) of performance;
- (11) Total proposed cost separated by basic award and option(s) (if any);
- (12) Name, address, telephone number of the offeror's Defense Contract Management Agency (DCMA) administration office or equivalent cognizant contract administration entity, if known;
- (13) Name, address, telephone number of the offeror's Defense Contract Audit Agency (DCAA) audit office or equivalent cognizant contract audit entity, if known;
- (14) Date proposal was prepared;
- (15) DUNS number;
- (16) TIN number; and
- (17) Cage Code;
- (18) Sub-contractor information; and
- (19) Cost proposal validity period [minimum of 90 days]

Volume 2, Section 2: Detailed Cost Information

Detailed cost breakdown should include:

- (1) total program cost broken down by major cost items (direct labor, including labor categories; sub-contracts; materials; other direct costs, overhead charges, etc.) and further broken down task and phase;
- (2) major program tasks by fiscal year;
- (3) an itemization of major sub-contracts and equipment purchases;
- (4) an itemization of any information technology (IT)¹ purchase;
- (5) a summary of projected funding requirements by month;
- (6) the source, nature and amount of any industry cost-sharing; and
- (7) identification of pricing assumptions of which may require incorporation into the resulting award instrument (e.g., use of Government Furnished Property/Facilities/Information, access to Government Subject Matter Expert/s, etc.).

¹IT is defined as “any equipment, or interconnected system(s) or subsystem(s) of equipment that is used in the automatic acquisition, storage, manipulation, management, movement, control, display, switching, interchange, transmission, or reception of data or information by the agency. (a) For purposes of this definition, equipment is used by an agency if the equipment is used by the agency directly or is used by a contractor under a contract with the agency which – (1) Requires the use of such equipment; or (2) Requires the use, to a significant extent, of such equipment in the performance of a service or the furnishing of a product. (b) The term “information technology” includes computers, ancillary, software, firmware and similar procedures, services (including support services), and related resources. (c) The term “information technology” does not include – (1) Any equipment that is acquired by a contractor incidental to a contract; or (2) Any equipment that contains imbedded information technology that is used as an integral part of the product, but the principal function of which is not the acquisition, storage, manipulation, management, movement, control, display, switching, interchange, transmission, or reception of data or information. For example, HVAC (heating, ventilation, and air conditioning) equipment, such as thermostats or temperature control devices, and medical equipment where information technology is integral to its operation, is not information technology.”

The prime contractor is responsible for compiling and providing all sub-contractor proposals for the Procuring Contracting Officer (PCO). Sub-contractor proposals should include Interdivisional Work Transfer Agreements (ITWA) or similar arrangements. Where the effort consists of multiple portions that could reasonably be partitioned for purposes of funding, these should be identified as options with separate cost estimates for each. NOTE: For IT and equipment purchases, include a letter stating why the offeror cannot provide the requested resources from its own funding.

Supporting cost and pricing information must be provided in sufficient detail to substantiate the cost estimates proposed in Volume 1 above. Include a description of the method used to estimate costs and supporting documentation. Note: "cost or pricing data" shall be required if the offeror is seeking a procurement contract award of \$650,000 or greater unless the offeror requests an exception from the requirement to submit cost or pricing data. All proprietary sub-contractor proposal documentation, prepared at the same level of detail as that required of the prime, shall be made immediately available to the Government, on request, under separate cover (i.e., mail, electronic/email, etc.), either by the offeror or by the sub-contractor organization.

Consultant letter(s) of commitment should be attached to the Cost Volume and estimated costs should be included in the cost estimates.

4.B. Submission Dates and Times

4.B.1 Proposal Due Date

The full proposal (one original hard copy with original signatures; one hard copy with original or copied signatures; and 1 electronic copy with Volume 1, Volume 2 and any permitted, additional information (.pdf format preferred) on a CD-ROM) must be delivered to ODNI/IARPA, Attention: Dr. Heather McCallum-Bayliss, Gate 5, 1000 Colonial Farm Rd., McLean, VA 22102, at or before 5:00 p.m. on **January 29, 2009**, in order to be considered during the initial round of selections.

DELIVERY MUST BE MADE BY COMMERCIAL CARRIER (UPS, FedEx, DHL); NOT United States Postal Service (USPS). NO HAND DELIVERIES WILL BE ACCEPTED. NO DELIVERY OF PROPOSALS BY E-MAIL OR FAX WILL BE ACCEPTED.

Proposers must ensure the timely delivery of their proposals. The mail facility closes at 5 p.m.; delivery cannot take place after this time until the following day. IARPA will acknowledge receipt of complete submissions via e-mail within 24-48 hours and assign control numbers that should be used in all further correspondence regarding proposals. To be certain of delivery, however, it is suggested that a tracking number be obtained from the carrier.

Proposals received after the deadline above may be received and evaluated up to one year from date of posting on FedBizOpps. Full proposals submitted after the due date specified in the BAA may be selected contingent on the availability of funds. However, offerors are warned that the likelihood of funding is greatly reduced for proposals submitted after the initial closing date deadline.

IARPA will accept questions about the BAA until **January 22, 2009**. A consolidated Question and Answer response will be publicly posted every two to three days on the

IARPA website (www.iarpa.gov/scil_questions.html); no answers will go directly to the submitter. Questions about administrative, technical or contractual issues must be submitted to the BAA e-mail address at dni-iarpa-baa-09-01@ugov.gov). If e-mail is not available, fax questions to 301-226-9137, Attention: IARPA-BAA-09-01. All requests must include the name, e-mail address (if available) and phone number of a point of contact for the requested information. Do not send questions with proprietary content.

Failure to comply with the submission procedures may result in the submission not being evaluated.

SECTION 5: APPLICATION REVIEW INFORMATION

5.A Evaluation Criteria

The criteria to be used to evaluate and select proposals for this Program are described in the following paragraphs. Because there is no common work statement, each proposal will be evaluated on its own merits and on its relevance to the Program goals rather than against other proposals responded to this BAA. Specifics about the evaluation criteria are provided below, in descending order of importance.

5.A.1 Overall Scientific and Technical Merit

Overall scientific and technical merit of the proposal is substantiated, including unique and innovative methods, approaches, and/or concepts. The technical approach is credible and includes a clear assessment of primary risks and a means to address them. The offeror can expect the selection process to include an assessment of the proposal against the state-of-the-art.

The assessment of the offeror's submission will include the extent to which the proposal is scientifically sound.

- The proposal is based on sound scientific principles, building on the foundations of previous technical contributions or presenting a well-justified premise.
- The proposal represents a clearly described, innovative, unique and creative approach to developing capabilities relevant to the SCIL Program goals.

5.A.2 Effectiveness of Proposed Work Plan

The evaluation of the proposed technical implementation will include the following criteria.

- The feasibility and likelihood that the proposed approach will satisfy established Program milestones and metrics. The approach is explicitly described and clearly substantiated along with risk mitigation strategies for achieving stated milestones and metrics.
- The proposal reflects a mature and quantitative understanding of the Program milestones and metrics and the statistical confidence with which they may be measured. The offeror may also propose additional milestones and metrics, as needed. Any such milestones and metrics are clear and well-defined with a logical connection to enabling Government decisions.
- The schedule to achieve the milestones is realistic and reasonable.
- The proposal clearly describes the offeror's strategy for participating in evaluation and Program-system activities.

Assessment of value will also be based on the following.

- The role and relationships of prime and sub-contractors is clearly delineated with all participants fully documented. Work plans demonstrate the ability to provide full Government visibility into and interaction with key technical activities and personnel; and a single point of responsibility for contract performance. Work plans must also demonstrate that key personnel have sufficient time committed to the Program to accomplish their described Program roles. (Interested parties are encouraged to leverage personnel that are dedicated to BAA requirements no less than 10% of their time. If any participant is scheduled for less than 10% of his/her time, the proposer will provide a clear and compelling justification as to how benefit can be gained from that person's participation at the specified level of effort.)
- Especially important is the inclusion of social science contributors to the team. The proposed solution must make clear how social science theory has been incorporated into the research plan and the contribution that the social theory will make.
- The requirement for and the anticipated use or integration of Government Furnished Property (GFP) including all equipment, facilities, information, etc., is fully described including dates when such GFP, GFE (Government Furnished Equipment), GFI (Government Furnished Information) or other similar Government-provided resources will be required.
- The offeror's proposed intellectual property and data rights are consistent with the Government's need to be able to communicate Program information across Government organizations and to support transition of the Program results to Intelligence Community users at a reasonable cost.

5.A.3 Contribution and Relevance to the IARPA Mission and SCIL Program Goals

The proposed solution meets the letter and intent of the stated Program goals and all elements within the proposal exhibit a comprehensive understanding of and relevance to the problem. The offeror clearly addresses how the proposed effort will meet and progressively demonstrate the SCIL Program goals. The offeror describes how the proposed solution contributes to the IARPA mission to invest in high risk/high payoff research that can provide the U.S. with an overwhelming intelligence advantage over its future adversaries. The proposed approach to intellectual property rights offers the best value to the Government.

5.A.4 Relevant Experience and Expertise

Evaluation will include

- 1) the offeror's capabilities, related experience, facilities or unique combination of these as fundamental factors for achieving the proposal's objectives;
- 2) the qualifications, capabilities and experience of the proposed principal investigator, team leader and key personnel critical to achieving the proposal objectives; and
- 3) the formation of a multidisciplinary team with clearly defined roles in and contributions to the proposed effort. Teams must include participants from the relevant social science, with linguistic and human language expertise and with engineering experience. The proposal should clearly describe the depth of the

team's experience in these areas. Descriptions should include efforts that produced successful and relevant past results.

Time commitments of personnel must be sufficient for their proposed responsibilities in the effort.

5.A.5 Cost Realism

The proposed costs are reasonable, realistic and affordable for the work proposed. (Estimates are "realistic" when they are neither excessive nor insufficient for the effort to be accomplished.) The proposal documents all anticipated costs, including those of associate, participating organizations or consultants. The proposal demonstrates that the respondent has fully analyzed budget requirements and addressed resulting cost risks. All cost-sharing and leveraging opportunities have been explored and identified. Other sponsors who have funded or are funding this offeror for the same or similar efforts are identified. The Government shall evaluate how well all cost data is traceable and reconcilable.

IARPA recognizes that undue emphasis on cost may motivate offerors to offer low-risk ideas with minimum uncertainty and to staff the effort with junior personnel in order to be in a more competitive posture. IARPA discourages such cost strategies. Cost reduction approaches that will be received favorably include innovative management concepts that maximize direct funding for technology and limit diversion of funds into overhead.

Note to offerors regarding the above evaluation criteria:

Awards under this BAA will be made to offerors on the basis of the evaluation criteria listed in Section 5.A, Program balance and availability of funds. Award recommendations will not be made to offeror(s) whose proposal(s) are determined to be not selectable.

OFFERORS ARE CAUTIONED THAT PROPOSALS MAY BE REJECTED OR EVALUATION RATINGS LOWERED, IF PROPOSAL PREPARATION AND SUBMITTAL INSTRUCTIONS ARE NOT FOLLOWED.

5.B Review and Recommendation Process

It is the policy of IARPA to ensure impartial, equitable, comprehensive proposal evaluations and to select the source (or sources) whose offer meets the Government's technical, policy and programmatic goals. In order to provide the desired evaluation, qualified Government personnel will conduct reviews and (if necessary) convene panels of experts in the appropriate areas.

Proposals will not be evaluated against each other since they are not submitted in accordance with a common work statement. For evaluation purposes, a proposal is the document described in "Proposal Information", Section 4.A.1. Other supporting or background materials submitted with the proposal will be considered for the reviewer's convenience only and not considered as part of the proposal.

As noted above, the Government intends to use employees of Booz Allen Hamilton Corporation and its sub-contractor, Tarragon Corporation, and The MITRE Corporation

to provide expert advice regarding portions of the proposals submitted to the Government. Booz Allen Hamilton will also provide logistical support in carrying out the evaluation process. These personnel will have signed and be subject to the terms and conditions of non-disclosure agreements. By submission of its proposal, an offeror agrees that its proposal information may be disclosed to employees of these organizations for the limited purpose stated above. If you do not send notice of objection to this arrangement, the Government will assume your consent to the use of contractor support personnel in assisting the review of your submittal(s) under this BAA. Only Government personnel will make evaluations and award determinations under this BAA.

It is the policy of IARPA to treat all proposals as competitive information and to disclose their contents only for the purpose of evaluation. No proposals will be returned. On completion of the source selection process, the original of each proposal received will be retained at IARPA and all other copies will be destroyed.

SECTION 6: AWARD ADMINISTRATION INFORMATION

6.A Award Notices

As soon as the evaluations are complete, the Principal Investigator will be notified by the Program Manager that 1) the proposal has been selected for funding, pending contract negotiations or 2) the proposal has not been selected for funding. The Contracting Officer will send similar notification to the Contracting Office/Administrative Point of Contact of the lead organization.

6.B Administrative and National Policy Requirements

6.B.1 Security

The Government anticipates that proposals submitted under this BAA will be unclassified. No classified information will be accepted in response to this BAA.

Proprietary Data: All proposals containing proprietary data should have the cover page and each page containing proprietary data clearly marked as containing proprietary data. It is the offeror's responsibility to clearly define to the Government what is considered proprietary data.

It is the policy of IARPA to treat all proposals as competitive information and to disclose their contents only for the purpose of evaluation. Proposals will not be returned. The original of each proposal received will be retained at IARPA and all other non-required copies destroyed. A certification of destruction may be requested, provided that the formal request is received at IARPA within 5 days after notification of an unsuccessful proposal.

6.B.2 Intellectual Property

6.B.2.a. Procurement Contract Offerors

6.B.2.a.1. Non-Commercial Items (Technical Data and Computer Software)

Offerors responding to this BAA requesting a procurement contract to be issued under the FAR shall identify all non-commercial technical data and non-commercial computer

software that it plans to generate, develop and/or deliver under any proposed award instrument in which the Government will acquire less than unlimited rights and to assert specific restrictions on those deliverables. In the event that offerors do not submit such information, the Government will assume that it automatically has “unlimited rights” to all non-commercial technical data and non-commercial computer software generated, developed, and/or delivered under the contract, unless it is substantiated that development of the non-commercial technical data and non-commercial computer software occurred with mixed funding. If mixed funding is anticipated in the development of non-commercial technical data and non-commercial computer software generated, developed and/or delivered under the contract, then offerors should identify the data and software in question as subject to Government Purpose Rights (GPR).² The Government will automatically assume that any such GPR restriction is limited to a period of five (5) years, at which time the Government will acquire “unlimited rights” unless the parties agree otherwise. Offerors are advised that the Government will use this information during the source selection evaluation process to evaluate the impact of any identified restrictions and may request additional information from the offeror, as may be necessary, to evaluate the offeror’s assertions. If no restrictions are intended, then the offeror should state “NONE.”

A sample list for complying with this request is as follows:

NON-COMMERCIAL ITEMS			
Technical Data, Computer Software To be Furnished With Restrictions	Basis for Assertion	Asserted Rights Category	Name of Person Asserting Restrictions
(list)	(list)	(list)	(list)

6.B.2.a.2 Commercial Items (Technical Data and Computer Software)

Offerors responding to this BAA requesting a procurement contract to be issued under the FAR shall identify all commercial technical data and commercial computer software that may be embedded in any non-commercial deliverables contemplated under the research effort, along with any applicable restrictions on the Government’s use of such commercial technical data and/or commercial computer software. In the event that offerors do not submit the list, the Government will assume that there are no restrictions on the Government’s use of such commercial items. The Government may use the list during the source selection evaluation process to evaluate the impact of any identified restrictions and may request additional information from the offeror, as may be necessary, to evaluate the offeror’s assertions. If no restrictions are intended, then the offeror should state “NONE.”

² “Government purpose rights” means the rights to use, modify, reproduce, release, perform, display, or disclose technical data and computer software within the Government without restriction; and to release or disclose technical data and computer software outside the Government and authorize persons to whom release or disclosure has been made to use, modify, reproduce, release, perform, display, or disclose that data or software for any United States Government purpose. United States Government purposes include any activity in which the United States Government is a party, including cooperative agreements with international or multi-national defense organizations, or sales or transfers by the United States Government to foreign governments or international organizations. Government purposes include competitive procurement, but do not include the rights to use, modify, reproduce, release, perform, display, or disclose technical data or computer software for commercial purposes or authorize others to do so.

A sample list for complying with this request is as follows:

COMMERCIAL ITEMS			
Technical Data, Computer Software To be Furnished With Restrictions	Basis for Assertion	Asserted Rights Category	Name of Person Asserting Restrictions
(list)	(list)	(list)	(list)

6.B.2.b. All Offerors – Patents

Include documentation proving your ownership of or possession of appropriate licensing rights to all patented inventions (or inventions for which a patent application has been filed) that will be utilized under your proposal for the IARPA program. If a patent application has been filed for an invention that your proposal utilizes, but the application has not yet been made publicly available and contains proprietary information, you may provide only the patent number, inventor name(s), assignee names (if any), filing date, filing date of any related provisional application, and a summary of the patent title, together with either: 1) a representation that you own the invention, or 2) proof of possession of appropriate licensing rights in the invention.

6.B.2.c. All Offerors – Intellectual Property Representations

All offerors shall provide a good faith representation that you either own or possess appropriate licensing rights to all other intellectual property that will be utilized under your proposal for the IARPA program. Additionally, offerors shall provide a short summary for each item asserted with less than unlimited rights that describes the nature of the restriction and the intended use of the intellectual property in the conduct of the proposed research.

6.B.3 Meeting and Travel Requirements

Program participants are expected to assume responsibility for administration of their projects and comply with contractual and Program requirements for reporting, attendance at Program workshops and availability for site visits.

6.B.3.a. Workshops

The SCIL Program intends to hold a Program-level Kick-Off meeting during the first month of the Program and then hold Program-level Workshops every six months. These 2-3 day Workshops will focus on technical aspects of the Program and on facilitating open technical exchanges, interaction and sharing among the various Program participants. Program participants will be expected to present the technical status and progress of their projects as well as to demonstrate their technical capabilities to other participants and invited guests at these events. For costing purposes, the offeror should expect one Workshop in the Washington, D.C., area and the other outside the Washington, D.C., area for each year of the contract.

6.B.3.b. Site Visits

Site visits by the Contracting Officer Representative and the SCIL Program Management staff will generally take place twice yearly during the life of the Program and will occur during the period between Program-level Workshops. These visits will occur at the Contractor's facility. Reports on technical progress, details of successes and issues,

contributions to the Program goals and software demonstrations will be expected at such visits.

6.B.4 Human Use

All research involving human subjects, to include use of human biological specimens and human data, selected for funding must comply with the federal regulations for human subject protection. In addition, research involving human subjects that is conducted or supported by the DoD must comply with 32 CFR 219, *Protection of Human Subjects* (<http://www.dtic.mil/biosys/downloads/32cfr219.pdf>) and DoD Directive 3216.02 *Protection of Human Subjects and Adherence to Ethical Standards in DoD-supported Research* (<http://www.dtic.mil/whs/directives/corres/html2/d32162x.htm>).

Institutions awarded funding for research involving human subjects must provide documentation of a current Assurance of Compliance with Federal regulations for human subject protection, for example a Department of Health and Human Services, Office of Human Research Protection Federal Wide Assurance (<http://www.hhs.gov/ohrp>). All institutions engaged in human subject research, to include sub-contractors, must also have a valid Assurance.

For all proposed research that will involve human subjects in the first year of the program, the institution must provide evidence of or a plan for review by an Institutional Review Board (IRB) on final proposal submission to IARPA. The IRB conducting the review must be the IRB identified on the institution's Assurance. The protocol, separate from the proposal, must include a detailed description of the research plan, study population, risks and benefits of study participation, recruitment and consent process, data collection, and data analysis. Consult the designated IRB for guidance on writing the protocol. The informed consent document must comply with federal regulations (32 CFR 219.116).

The SCIL Program plans to use a DoD Contracting Agent. In addition to a local IRB approval, a headquarters-level human-subject regulatory review and approval is required for all research conducted or supported by the DoD. The DoD office responsible for managing the award can provide guidance and information about their component's headquarters-level review process. Note that confirmation of a current Assurance and appropriate human-subject-protection training is required before headquarters-level approval can be issued.

The amount of time required to complete the IRB review/approval process may vary depending on the complexity of the research and/or the level of risk to study participants. Ample time should be allotted to complete the approval process. The IRB approval process can last between one to three months, followed by a DoD review that could last between three to six months. No IARPA funding can be used towards human-subject research until ALL approvals are granted.

In limited instances, human subject research may be exempt from Federal regulations for human subject protection, for example, under Department of Health and Human Services, 45 CFR 46.101(b). Offerors claiming that their research falls within an exemption from Federal regulations for human subject protection must provide written documentation with their proposal that cites the specific applicable exemption and explains clearly how their proposed research fits within that exemption.

6.B.5 Publication Approval

It is anticipated that research funded under this Program will be unclassified contracted fundamental research that will not require a pre-publication review. However, performers should note that pre-publication approval of certain information may be required if it is determined that its release may result in the disclosure of sensitive intelligence information. A courtesy soft copy of any work submitted for publication should be provided to the IARPA SCIL Program Manager and the Contracting Officer Representative (COR).

6.B.6 Export Control

(1) The Contractor shall comply with all U.S. export control laws and regulations, including the International Traffic in Arms Regulations (ITAR), 22 CFR Parts 120 through 130, and the Export Administration Regulations (EAR), 15 CFR Parts 730 through 799, in the performance of this contract. In the absence of available license exemptions/exceptions, the Contractor shall be responsible for obtaining the appropriate licenses or other approvals, if required, for exports of (including deemed exports) hardware, technical data, and software, or for the provision of technical assistance.

(2) The Contractor shall be responsible for obtaining export licenses, if required, before utilizing foreign persons in the performance of this contract, including instances where the work is to be performed on-site at any Government installation (whether in or outside the United States), where the foreign person will have access to export-controlled technologies, including technical data or software.

(3) The Contractor shall be responsible for all regulatory record keeping requirements associated with the use of licenses and license exemptions/exceptions.

(4) The Contractor shall be responsible for ensuring that the provisions of this clause apply to its sub-contractors.

(5) The Contractor will certify knowledge of and intended adherence to these requirements in the representations and certifications of the contract.

6.B.7 Sub-Contracting

It is the policy of the Government to enable small business and small disadvantaged business concerns to be considered fairly as sub-contractors to contractors performing work or rendering services as prime contractors or sub-contractors under Government contracts and to assure that prime contractors and sub-contractors carry out this policy. Each offeror that submits a proposal that includes sub-contractors; is selected for funding (pending negotiations); and has proposed a funding level above the maximum cited in the FAR, may be asked to submit a sub-contracting plan before award, in accordance with FAR 19.702(a) (1) and (2). The plan format is outlined in FAR 19.704.

6.B.8 Reporting

Fiscal and management responsibility are important to the SCIL Program. Although the number and types of reports will be specified in the award document, all performers will, at a minimum, provide the Contracting Office, Contracting Officer Representative and the SCIL Program Management Office with monthly technical reports and monthly financial reports. The reports shall be prepared and submitted in accordance with the

procedures contained in the award document and mutually agreed on before award. Technical reports will describe technical highlights and accomplishments, priorities and plans, issues and concerns; will provide evaluation results; and will detail future plans. Financial reports will present an on-going financial profile of the project, including total project funding, funds invoiced, funds received, funds expended during the preceding month and planned expenditures over the remaining period. Additional reports and briefing material may also be required, as appropriate, to document progress in accomplishing program metrics.

The Base Period of the SCIL Program is dedicated to exploring various dimensions of the automation of the socio-cultural dimensions of language. Each project must produce, at a minimum, an automated proof-of-concept and operational demo for solving the problem that each has addressed by the 12th month of the Base Period. In some cases, especially where past work has played a role in exploring the topic, a more robust system will be expected. In all cases, the strategic approach, any semantic representations, algorithmic solutions, etc., will be delivered precisely and completely. Enhancements to these capabilities will take place in the Option Years. Delivery to and participation in the Program system is required.

All Program participants will prepare a final report of their work at the conclusion of the performance period of the award (even if the research may continue under a follow-on vehicle). The final report will be delivered to the Contracting Agent, Contracting Officer Representative and the SCIL Program Management Office. The report will include

- Problem definition
- Data sources and their relevance to the problem
- Social/cultural issue(s) being addressed
- Linguistic features identified
- Findings and approach
- System design and solution
- Possible generalization(s)
- Anticipated path ahead

6.B.9 Central Contractor Registration (CCR)

Selected offerors not already registered in the Central Contractor Registry (CCR) will be required to register in CCR prior to any award under this BAA. Information on CCR registration is available at <http://www.ccr.gov>.

6.B.10 Representations and Certifications

Prospective offerors shall complete electronic representations and certifications at <http://orca.bpn.gov>. Successful offerors will be required to complete additional representations and certifications prior to award.

SECTION 7: AGENCY CONTACTS

Administrative, technical or contractual questions should be sent via e-mail to dni-iarpa-baa-09-01@ugov.gov. If e-mail is not available, fax questions to 301-226-9137, Attention: IARPA-BAA-09-01. All requests must include the name, email address, and phone number of a point of contact for the requested information.

Points of Contact:

The technical POC for this effort is

Dr. Heather McCallum-Bayliss, IARPA, Incisive Analysis Office
ATTN: iarpa-baa-09-01
Office of the Director of National Intelligence
Intelligence Advanced Research Projects Activity (IARPA)
Washington, DC 20511
Fax: (301) 226-9137
E-mail: dni-iarpa-baa-09-01@ugov.gov

All emails must have the BAA number (IARPA-BAA-09-01) in the Subject Line.

APPENDIX 1

EXAMPLES OF SOCIAL INTERACTIONS AND LINGUISTIC MARKERS

Example 1: Status

Status can be signaled by various linguistic means. Note, in the following actual email exchange [with specific names changed], Mark's use of full surnames, standard syntax, and the formal closing in response to a short, informal email. The deference in the response is probably intended to indicate recognition of higher status (although given the strangeness of the use of full-surnames, Gricean maxims may lead one to make alternative inferences).

Jane is a senior manager who has missed the deadline for an information request. Mark is the requestor of the information.

*From: Jane Full-Surname
To: Mark Full-Surname
Subject: Input on Y*

Maybe this is too late but here it is anyway. Jane.

*From: Mark Full-Surname
To: Jane Full-Surname
Subject: Re: Input on Y*

Thanks, Dr. Jane Full-Surname. The material you submitted regarding Y's performance was incorporated in the final evaluation. The results are with Don Full-Surname for review and should be sent out next week. Very respectfully, Mark Full-Surname

Example 2: Status

In Spanish, *Usted* is the formal form of the singular *you* pronoun. Generally, *tu*, the informal singular *you* pronoun, is used between husbands and wives as a marker of intimacy; it is used with children as well. In Colombia, however, the formal *Usted* is standardly used between husbands and wives and, as a consequence, has become an intimacy marker. Such use appears to violate expectations.

*A: Hola, amor. ¿Cómo está [Usted]? ¿Cuándo regresa [Usted] a casa?
B: Bien, amor. A las cinco, más o menos. ¿Usted va a estar?*

Example 3: Stylistics

The following are excerpts from Usama bin Laden's September 2007 video speech. The use of exhortations indicates a desire to influence the behaviors and beliefs of others. His use of sacred language (i.e., quotations from the Quran) is intended to validate his claims.

"All praise is due to Allah, who built the heavens and earth in justice, and created man as a favor and grace from Him. And from His ways is that the days

rotate between the people, and from His Law is retaliation in kind: an eye for an eye, a tooth for a tooth and the killer is killed. And all praise is due to Allah, who awakened His slaves' desire for the Garden, and all of them will enter it except those who refuse. And whoever obeys Him alone in all of his affairs will enter the Garden, and whoever disobeys Him will have refused.

"As for what comes after: Peace be upon he who follows the Guidance. People of America: I shall be speaking to you on important topics which concern you, so lend me your ears. I begin by discussing the war which is between us and some of its repercussions for us and you...

"To conclude, I invite you to embrace Islam, for the greatest mistake one can make in this world and one which is uncorrectable is to die while not surrendering to Allah, the Most High, in all aspects of one's life – ie., to die outside of Islam. And Islam means gain for you in this first life and the next, final life. The true religion is a mercy for people in their lives, filling their hearts with serenity and calm...

"And did you know that the name of the Prophet of Allah Jesus and his mother (peace and blessings of Allah be on them both) are mentioned in the Noble Quran dozens of times, and that in the Quran there is a chapter whose name is "Maryam," i.e. Mary, daughter of 'Imran and mother of Jesus (peace and blessings of Allah be upon them both)? It tells the story of her becoming pregnant with the Prophet of Allah Jesus (peace and blessings of Allah be upon them both), and in its confirmation of her chastity and purity, in contrast to the fabrications of the Jews against her. Whoever wishes to find that out for himself must listen to the verse of this magnificent chapter: one of the just kings of the Christians – the Negus – listened to some of its verses and his eyes welled up with tears and he said something which should be reflected on for a long time by those sincere in their search for the truth.

"He said, "verily, this and what Jesus brought come from one lantern": i.e., that the magnificent Quran and the Evangel are both from Allah, the Most High; and every just and intelligent one of you who reflects on the Quran will definitely arrive at this truth. It also must be noted that Allah has preserved the Quran from the alterations of men. And reading in order to become acquainted with Islam only requires a little effort, and those of you who are guided will profit greatly. And peace be upon he who follows the Guidance."

September 7, 2007 06:30 PM

http://counterterrorismblog.org/2007/09/obl_transcript.php

Example 4: Stylistics

When stylistic norms are in conflict, additional meaning can be conveyed. The following blog entry contrasts with the formal language anticipated at the installation of an ambassador. The sports metaphor, score a hat trick (i.e., three goals by one player in

an ice hockey game), could lead to the inference that the activities discussed are game-like.

“New Peruvian Ambassador...

SPA Presidium President [North Korea] Kim Yong Nam received the credentials of Peruvian Ambassador Jesus Jay Wu Luy yesterday at Mansudae Assembly Hall Ambassador Wu has been in the neighborhood since March, when he took up residence in Beijing as Peru’s ambassador to China. Lima that month had named him ambassador to both China and Pakistan....He must have impressed the Foreign Ministry, for now he has scored a hat trick—his third concurrent Asian capital!”

Example 5: Taboo Topics

Situations or context often dictate what language is appropriate or inappropriate. The following is an exchange between two people who were just introduced by a mutual acquaintance in *B*’s new home. Given the nature of the relationship, *A*’s final question seems inappropriate, reflected in *B*’s evasive response. If it were an exchange between a homeowner and a mortgage banker, on the other hand, it may have been perfectly acceptable.

A: Oh, this is great. I love the moldings.

B: Well, we added moldings in here and knocked this wall down to make a more open space.

A: Great ideas. Makes it much more spacious feeling...and elegant.

B: Yes, it also makes it much lighter. This room was really dark before.

A: So how much did you pay for the house?

B: [pause] Well, [pause] ...more than we wanted to..

APPENDIX 2

SAMPLE COVER SHEET

for

VOLUME 1: Technical/Management Details

BROAD AGENCY ANNOUNCEMENT (BAA)

Socio-Cultural Content in Language (SCIL) Program

IARPA-BAA-09-01

IARPA-BAA-09-01	
Lead Organization/Company Name (Submitting Proposal)	
Type of Business (large business, small disadvantaged business, other small business, HBCU, MI, other educational or other nonprofit)	
Contractor's Reference Number, if any	
Other Team Member(s) /Organization Name(s) /Type of Business of Each Team Member	
Proposal Title	
Technical Point of Contact Name (First Name, Last Name)	
Mailing Address (organization information, street, city, state, zip code)	
Phone Number	
Fax Number	
E-mail Address	
Administrative Point of Contact Name (First Name, Last Name)	
Mailing Address (organization information, street, city, state, zip code)	
Phone Number	
Fax Number	
E-mail Address	
OCI affirmation [see Section 3.A.1] included?	Yes/No
Amount of Cost Sharing Information, if any	
Proposed Cost (Base Period)	\$
Proposed Cost (Option Year 1)	\$
Proposed Cost (Option Year 2)	\$
Total Proposed Cost	\$
Date of Proposal Submission	

APPENDIX 3

SAMPLE COVER SHEET

for

VOLUME 2: Cost Proposal

BROAD AGENCY ANNOUNCEMENT (BAA)

Socio-Cultural Content in Language (SCIL) Program

IARPA-BAA-09-01

IARPA-BAA 09-01	
Lead Organization/Company Name (Submitting Proposal)	
Type of Business (large business, small disadvantaged business, other small business, HBCU, MI, other educational or other nonprofit)	
Contractor's Reference Number, if any	
Other Team Member(s) Name(s) and Organization Name(s) of Each Team Member	
Type of Business of each team member (large business, small disadvantaged business, other small business, HBCU, MI, other educational or other nonprofit)	
Proposal Title	
Technical Point of Contact Name (First Name, Last Name)	
Mailing Address (organization information, street, city, state, zip code)	
Phone Number	
Fax Number	
E-mail Address	
Administrative Point of Contact Name (First Name, Last Name)	
Mailing Address (organization information, street, city, state, zip code)	
Phone Number	
Fax Number	
E-mail Address	
Award Instrument Requested (Cost-plus-fixed-fee (CPFF), cost-contract/no fee, cost sharing contract/no fee, other type of procurement contract (<i>specify</i>))	
Place(s) and period(s) of performance	
Proposed Cost (Base Period)	\$
Proposed Cost (Option Year 1)	\$
Proposed Cost (Option Year 2)	\$
Total Proposed Cost	\$
Offeror's cognizant Defense Contract Management Agency (DCMA) administration office or equivalent cognizant contract administration entity (if known): name, address, phone number	
Offeror's cognizant Defense Contract Audit	

Agency (DCAA) audit office or equivalent cognizant contract audit entity (if known): name, address, phone number	
Date Proposal Prepared	
DUNS Number	
TIN Number	
CAGE Code	
Sub-contractor Information	
Cost Proposal Validity Period [minimum 90 days]	